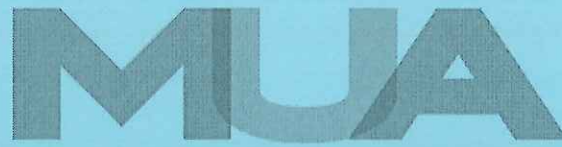


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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 109 : LEADERSHIP AND COMMUNICATION

DATE: 11TH DECEMBER 2017

DURATION: 2 HOURS

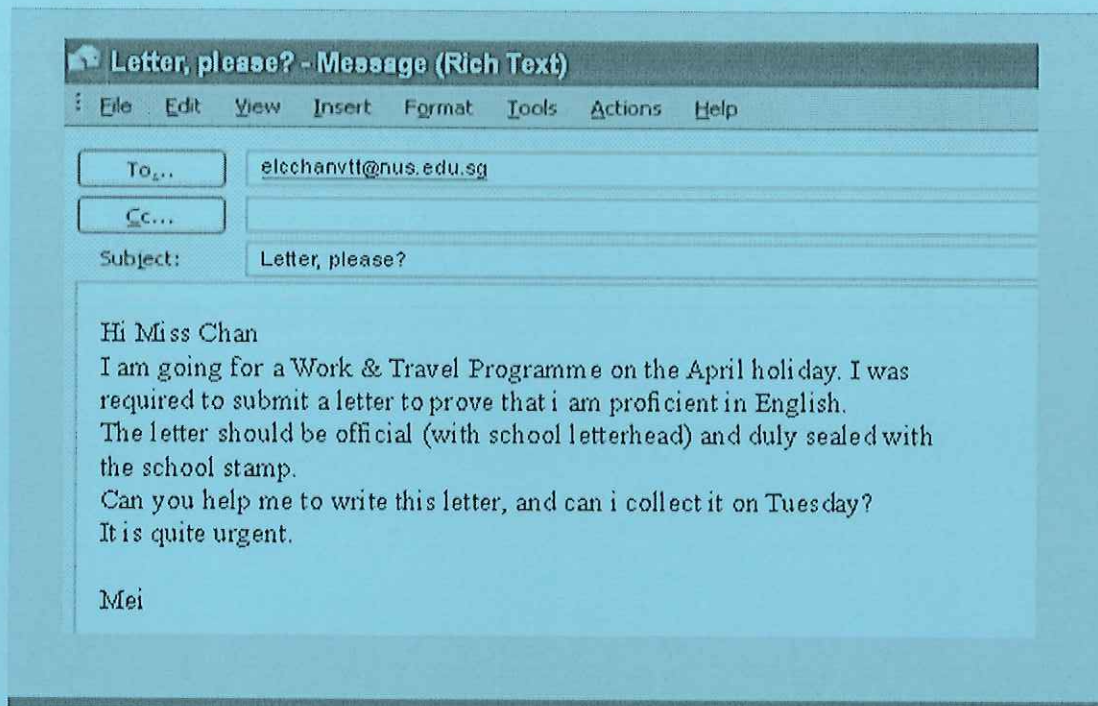
MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and, answer the questions that follow:



- a) Identify five major communication errors evident in this email (10 marks)
- b) Outline the challenges an organization that uses email is likely to face (5 marks)
- c) Draft an email requesting for a recommendation letter (10 marks)

QUESTION TWO

- a) Discuss the relationship between communication and leadership (9 marks)
- b) Discuss the six domains of emotional intelligence (6 marks)

QUESTION THREE

"Good leaders are good communicators."

- a) "In a presentation, graphics should supplement the content and never detract from it." Assess any three purposes that graphics should serve in your leadership communication. (5 marks)

- b) Listening is a very important skill in communication. As a good leader, highlight nine steps that you would take to improve your listening skills.
(9 marks)

QUESTION FOUR

- a) As a team leader in charge of a project in your organization, describe the process you would follow to create a team charter (4 marks)
b) Develop a communication strategy on how the team will work virtually (6 marks)
c) Discuss the qualities of a good vision statement (5 marks)

QUESTION FIVE

- a) Assess the contribution of Information Technology to communication today (10 marks)
b) "Communication is incomplete without an audience." Describe the methods of audience analysis (5 marks)

QUESTION SIX

- a) Discuss factors to consider when choosing a communication channel (5 marks)
b) Mention and describe five analytical tools used in problem solving meetings (10 marks)

